



With close to 20 years of professional experience, **Rochelle V. Mann** is a seasoned creative director. She has expertise in creative strategy, integrated marketing, conceptual development, interaction and interface design, user experience, social media, branding and creative leadership.

After graduating from University of Phoenix with her Masters Degree in Information Systems as the youngest graduate in 2005, Rochelle has proven that she is a go-getter in her own right, and is certain that the best is yet to come.

She is a connector, a strategic thinker, and a creative director with a varied perspective and skills in the following areas:

CREATIVE DIRECTION

- Proven success delivering award-winning, user-focused creative solutions that fulfill strategic business objectives for top national brands
- Refined leadership skills directing all phases of creative development—from concept through production—across various media channels, formats, platforms, products and devices
- Clear track record of continual creative improvement, actively contributing to a culture of innovation, excellence and accountability
- Exceptional presentation skills and communication abilities at all levels of both internal and client organizations

MANAGEMENT

- Mentoring, managing and inspiring large teams of diverse personalities in deadline-driven environments
- Establishing employee career development programming
- Leading cross-functional team collaboration
- Impacting agency process to improve efficiency and creative output
- Prioritizing work and resources across engagements based on short- and long-term needs
- Growing new business



Rochelle V. Mann
Visual Design Strategist
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CAREER HIGHLIGHTS

- Project Manager & Branding Consultant for **Amazon Pharmacy** marketing campaign
- Project Manager & Branding Consultant for **NFL / EASports Madden '21** HBCU Tournament
- Social Media Lead Consultant for **Givelify** (worldwide leader in mobile giving platforms for non-profits)
- Branding Consultant for **Church of God in Christ, Inc.** Top Digital event of 2020 (30,000+ online viewers)
- Creative Director for **Super Bowl Gospel Celebration** (#1 Gospel/Religious TV Show for 5 consecutive years with more than 3 million viewers each year; as seen on **BET**)
- Creative Director & Branding Consultant for Non-Profit organization that serves more than 50 Michigan churches (Fastest growing religious organization)
- Branding Consultant for a number of Professional Athletes
- Creative Director & Co-Producer for **All Star Gospel Celebration** (part of NBA All Star Weekend)
- Branding Consultant for Michigan's Top Real Estate Agency
- Creative Consultant for the Global Women's Basketball Association & Director for the GWBA's Flint Monarchs
- Consultant for The Word Network (the Largest African-American Religious Network)
- Consultant for Saginaw Valley State University & Fort Valley State University
- Marketing Consultant for TV Shows on ABC Family, TVOne & BET